

Executive Council Meeting Minutes

Monday, September 1st, 2014 at 2:00 P.M.

Henry Angus Building, CUS Boardroom

Note: Meetings are open to the General Membership of the Society Unless Otherwise Deemed In-Camera

Note: Presentations and/or proposed motions should be requested to be on the agenda at least three (3) days prior to a meeting by contacting the Administrative Director, Braeden Elsaesser, at Braeden.Elsaesser@cus.ca - materials received past this point may be considered for the subsequent meeting's agenda at the Administrative Director's discretion.



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A. Call to Order

The meeting was called to order at 2:07PM.

B. Amendments to and Adoption of the Agenda

Moved: Vanessa | Seconded: Thea

1.

Be it resolved that the agenda be adopted as presented.

*In favour: all
Opposed: none
Abstentions: none
... the motion carries.*

C. Presentations to the Executive Council

1. Enactus (at 2:15PM)

1. Connie and Tiana presenting on behalf of the Enactus group and they are requesting CUS affiliation
2. Enactus is a worldwide non-profit organization
3. Bizkit (consulting), green pursuit (environmental sustainability), and spend it right (entrepreneurship) are the three programs that are run by Enactus at the UBC chapter
4. There is a projected 50 students (90%+ sauder students) joining the group this upcoming year;
5. The regional exposition amasses 77% of the expenses in Enactus' budget (held in Calgary)
6. Seeking to gain legitimacy through the Sauder brand, efficiency with boothing and advertising, and funding of \$700 to help subsidize the regional exposition
7. They offer workshops for members for team building and networking opportunities
8. Seek to offer personal, professional, and academic growth for Sauder students

Questions:

- Thea: You mentioned your hiring process, from my understanding two years ago you hire people to be apart of Enactus, you cannot just be a member, correct?
 - Connie: General membership is still able to attend with the \$10 membership. That being said, there is an upper tier of members who work on the projects.
- Thea: How many of the graph you showed earlier, how many people would it be if you had members, members on projects, and execs?
 - Tiana: Last year they did not offer general membership; this year it will be marketed differently. Last year we had 27 members working on projects.
- Thea: Of the 50 people this year, what do you envision that split to be?
 - Tiana: 20 general members of the 50 people. It is the first year we are doing this format.
- Vanessa: Are you projecting 90% of Sauder students this year or was that the total in past years?
 - Connie: Generally students in Sauder are those that are the most interested, so we are projecting 92% Sauder students this year. The average has been about 90% in past years.
- Hannah: You are charging all members \$10 including general and project members?
 - Tiana: Yes, and \$15 if you want a t-shirt.
- Ben: How many students would be going to the conference in Calgary?
 - Connie: The issue is that the competition is around midterms and because we are not CUS recognized, professors do not want the students missing midterms.
- Nil: That would not change with CUS recognition. Even when Enactus was run out of the undergraduate office, they still were not given academic concessions.
 - Connie: Sorry, I did not know that. We want to provide equal subsidy for all members to attend. Therefore, we do not have a set number but we do want more students to attend.
- Ben: Of the individuals involved in Enactus, some would go to the conference?
 - Connie: Yes.
- Nil: Can you talk about how increased representation helps us in the competition?
 - Tiana: So when you go to these projects and you are in-front of business professionals it would ideally include a team that had two people operating the clicker, five to six presenting, and then people cheering. When you only have four people, there is no cheering as opposed to SFU who had a bunch of people cheering them on.

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- Nil: How long was the presentation?
 - Tiana: 10 minutes per category (with 3 categories)
- Nil: Do you currently apply for External Conference funding?
 - Tiana: We did not last year, but we are looking into that. That would be great to have a financial subsidy especially for those going to Toronto.
- Nil: Have you considered partnering with the Social Enterprise club?
 - Connie: We have considered it, but we are a tad different and we are not sure that they are open to it.
- Ben: What would be the greater benefit for the general CUS student, not the main 20 individuals in Enactus.
 - Tiana: There is huge potential for expansion because Enactus is based on projects. At TRU, there are 50 projects with 2,000 students involved. I do not think Sauder has caught onto that yet.
 - Connie: I would stress the quality of the projects, so they could gain valuable experience and we are looking to expand.
- Ben: Are you looking to expand in this upcoming year?
 - Tiana: We're trying to really expand this year. We want to make it larger. It is hard to understand what Enactus is about unless you become a member, so awareness is a large challenge.
- Vanessa: What marketing would be different as a CUS club?
 - Connie: It would be mostly content marketing through social media channels, on campus marketing, creating a mascot, and promotional videos.
- Hannah: Are projects and competitions the same thing?
 - Tiana: We run projects and they judge us on how many people you have impacted positively.
- Hannah: How do you find these project opportunities?
 - Connie: We do it by reaching out for opportunities in the community; Enactus finds the projects and they completes them
- Ben: Where is the entrepreneurship because you seem to market for these companies, not actually do the entrepreneurship.
 - Tiana: It was first started to help struggling Entrepreneurs in the community but this year we are starting a new creative team this upcoming year.
- Ben: Do the students actually work with these entrepreneurs?
 - Tiana: They provide support through accounting and financing for Green Pursuit.
 - Connie: Bizkit is a volunteering consulting aspect of Enactus. It really depends on the type of project you are working on.
- Ben: What makes Enactus a better fit for BCom students than other clubs?
 - Connie: Uniqueness is in the international organization aspect that is not offered by the other clubs. Second of all, we focus on social entrepreneurship unlike other clubs.
- Vanessa: What resources do you have to support a student who has a business idea?
 - Tiana: We need to first make sure that it aligns with Enactus' goals. If we do not have the people then we would go out and hire the people. Support can also be gained from other Enactus groups who have done similar projects.
 - Connie: We would be able to talk to professionals involved with Enactus in Western Canada.

Discussion:

- Will: Has Enactus ever been a club before?
 - Nil: Yes, we de-constituted them last year.
 - Thea: The biggest problem is that they hire their members. At least they have somewhat addressed that issue. I do not think they need to be a club and we put them through ExCo for the conferences.
- Hannah: Yes, they have all these members working on projects but the ones who have general membership do not have a role in the organization. They could just let everyone join projects.
 - Thea: The one issue with that was during their first year, they opened it up to everyone and found projects for 160 people but then people did not show up to events and they ended up dropping projects. So, they brought it down. This supports that they do not

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work as a general club structure and it would be best to support them through other means.

- Vanessa: They seem to act like a consulting club, not an entrepreneurship club.
- Thea: They have many different facets but we have clubs who already do that such as SCI.
- Braeden: Does Enactus even qualify under our constitution as they are represented by a national organization?
 - Thea: Yes, they qualify.
 - Hannah: Regardless, I have an issue that they are not really a club and that they are exclusive in the hiring.
 - Jordan: The only value added is through the conferences in my opinion, so we can just do that through ExCo.
 - Ben: They do not add value to the general BCom student body. I do not think becoming a CUS club changes anything besides marketing channels and a bit of funding.
 - Vanessa: They can have marketing channels through the external conferences section of the CUSunday.
 - Thea: I think they add value but at the end of the day it does not make sense to have them as a club because we support people who do similar things. They can still go in the CUSunday and ExCo.
 - Nil: It seems as though there is consensus that we are not granting them club status.

D. Professional Updates

I. President

1. Met with Vanessa and Matthew regarding CAP
2. Met with the regional CABS presidents
3. Presidential meeting; Oktoberfest will occur on October 2nd from the fountain to forestry
4. Hiring an IT Director; application have been released

II. Vice-President, Academic Affairs

1. Revamped the ExCo website and application package for the 2014-15 year; will begin advertising for ExCo
2. Meeting with Class Liaison director because the mid-term evaluations will not be online; trying to meet with the rest of my portfolio
3. Had a submission in the CUSunday for an AMS talk about Electoral A; for the 2015 national election
4. Still acting as IT Director

III. Vice-President, Finance

1. Nathan has been doing an amazing job as AVPF
2. Completed the contract with Braeden for the CUS Service Council Retreat
3. EMP wants a budget change; dealing with that

IV. Vice-President, Internal Affairs

1. Room bookings; Fred has been doing a good job with locker submissions
2. Chasing Sustainability never replied to our decision about keeping the event on campus
3. Aaron Cho messaged me regarding Human Resources club; stated that the CUS made an unfair decision de-constitutionalizing the club
4. Clubs Review will be finished on the 4th of September
5. BizWeek is starting in a week; CPA wants the CUS to plan their event
6. They are tight for space for bothing; the UBC hockey team is currently bothing but as long as everyone has space, it should not be an issue

V. Vice-President, Marketing and Communications

1. The CUS is bothing at BizWeek; including a face and hole poster, pens, prospectus, and popcorn
2. People need to fill in the Doodle for BizWeek
3. Updating contact information on the website for our services
4. CAP – still going to High School and will promote for the CUS but cannot promote Sauder (will go after application deadline is over)

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5. The Spark will have Wally The Bull for “Wally’s Den”
6. Ameera wants to hire Wally Bees per event; disagree because it will be hard to hire for each event but it would be better to have a pool of volunteers and people rotate/sign up for specific events
7. Cavalier has an organic ice cream company who has sponsored them; will be handing out Ice Cream at BizWeek and they need to hire a Layout Director

VI. Vice-President, External Affairs

1. EMP wants to scale down on the program size; focused on a better mentor to mentee ratio and redesigning the program
2. Need to go through the CPA and Big Four contracts with Thea; need to add sponsors on the website and update the sponsorship page on the CUS website

Questions/Discussion:

- Jordan: It is difficult from the budget aspect that EMP is changing their program now because their whole budget needs adjustments now.
 - Ben: I agree, they should have decided this in the summer.
 - Thea: From a finance perspective it will be an issue but from an EMP side this could fix the issue, so for that reason I am in favour.
 - Nil: In the long run they should be looking to get more mentors, so that they can have more mentees in the program. They also need a good feedback system.
 - Jordan: I hope they are not thinking that they will receive the same amount of money budgeted now that their program is scaled down. The budget will also be scaled down.
- Thea: Currently when you click on a sponsor it goes to an overview on the CUS website and then to their page. I personally think we should change that so it links straight to their websites.
 - Will: It is essentially their “about us” page and it creates more work for us.
 - Ben: Yes, we will go through our sponsors and see which ones should be on the website.
 - Thea: On another note, there was bad communication between a sponsor and Linette, which is quite worrisome because they could have pulled their funding.
 - Ben: There has been instances where they have not been up to standard, but I do not think now is the time to open that discussion.

VII. Vice-President, Student Engagement

1. CCP wants their website updated
2. Meeting with Pam Lin for Kickball; beer gardens are approved in fenced-off area
3. Starting to promote Grad Night Chair at BizWeek
4. Sauder Sports has now changed the date of The Chief hike not to conflict with the Retreat
5. HYGGE applications are still open for mentors; mentee applications will open soon

VIII. Administrative Director

1. Sent out a meeting Doodle for the Executive meetings for term 1; it was decided that meetings will begin on Mondays starting at 5:30PM
2. CUS Retreat Contract has been submitted; final preparations for the retreat are in progress
3. Sending out an email for the Retreat to all the services regarding their status of availability

IX. Ombudsperson

1. Received a complaint; working through that and will keep everyone posted if there is any information that needs to be disclosed
2. Executives should promote the office to students; especially lower years who may be stressed out

E. Executive Business and Discussion

1. Imagine Day
 1. No golf cart at Imagine Day; unable to rent one
 2. Executives will meet at 10:15AM tomorrow for Imagine Day; dress code for the presentations is business formal and will present last (after the Dean’s session)
 3. Going to play a game of charades with the audience after the question and answer period; two teams will split the auditorium in half

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2. Cavalier Logo
 1. Two logos were compared; the old logo from past years and there is also a new logo
 2. Originally they wanted the old one but Vanessa requested that they create a new one
 3. The Executive Council has come to a consensus that the new logo should be used for the upcoming year

3. POITS Logo
 1. POITS created a logo (shown to the Executives last meeting) that created a concern that it would violate copyright laws
 2. Will clarify with POITS what they intend to use the logo for; t-shirts or marketing

Questions/Discussion:

- Thea: I am still worried about the logo because they will be using it for their marketing campaigns. If it is only as a shirt design then that's fine but the other logo should be used for advertising.
 - Nil: Cariboo is also sponsoring us, so that would be weird to have a competitor's logo.
 - Jordan: Yes, I would agree that it sends the wrong message.
 - Will: It was not clear if it was for their logo or just their service.
 - Thea: Go back and clarify with them and make it clear that the logo can only be used on t-shirts but if they want to change their logo then it needs to be different.

4. Business Career Centre
 1. Gave the BCC banners to take to Trek Calgary and display; however according to multiple reports, the banners were not visible
 2. Michelle sent Ben a handbook with the CUS letter but the one sent to everyone did not include the CUS letter

Questions/Discussion:

- Thea: I want to confirm that no one saw the banners, so I want to contact students who attended the trip. I will contact the BCC to get the banners back and try to see if they have pictures of the banners at the event. We will talk about options once I have received that information because their budget was contingent on them following these marketing guidelines.

F. Approval of Minutes

Moved: Thea | Seconded: Hannah

2.

That the minutes from the July 3rd and July 14th Executive Council meetings be approved for public distribution.

*In favour: all
Opposed: none
Abstentions: none
... the motion carries.*

G. Adjournment

Moved: Jordan | Seconded: Ben

3.

There being no further business, be it resolved that the meeting be adjourned at 4:48PM.

*In favour: all
Opposed: none
Abstentions: none
... the motion carries.*

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Attendance:

Name	Position	Present ("X")	Late ("X")	Proxy
Niloufar Keshmiri	President (Chairperson)	X		
Thea Simpson	Vice-President, Academic Affairs (Vice-Chairperson)	X		
Ben Gardiner	Vice-President, External Affairs	X		
Jordan Hearne	Vice-President, Finance	X		
Hannah Vandenberg	Vice-President, Internal Affairs	X		
Vanessa Lau	Vice-President, Marketing and Communications	X		
William Pigott	Vice-President, Student Engagement	X		
Grace Kim	Ombudsperson	X		
Braeden Elsaesser	Administrative Director/ Recording Secretary	X		

Guests: